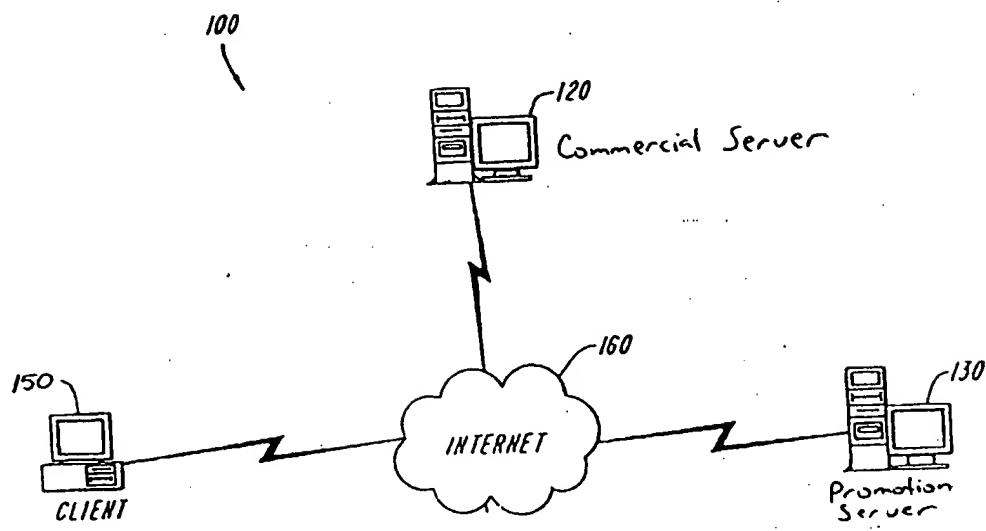




## Replacement Sheet 1/17



*FIG. 1*

**Best Available Copy**



## Replacement Sheet 2/17

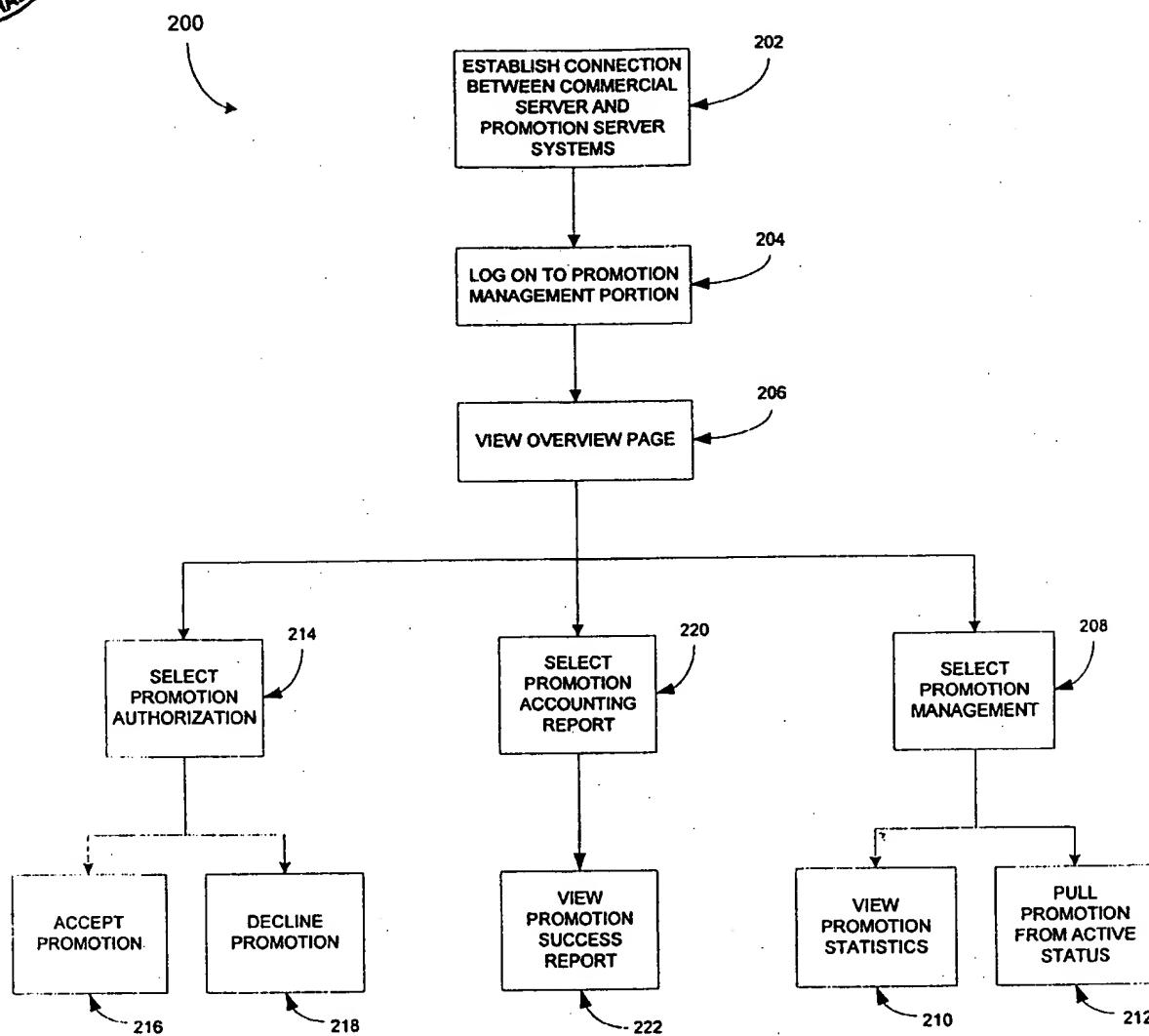


FIG. 2

Best Available Copy



## Replacement Sheet 3/17

Partner Resource CenterVirtual Promotions. Real Results.<sup>SM</sup>[Home](#) [Promotions](#) [Reports](#)  
[My OneClip](#)230  
Demo User - Demo Retailer  
[Log Off](#)242  
Summary

Active Promotions = 2  
Starting this Month = 0  
Ending this Month = 1

243  
Quick Links

[Manage Promotions](#)  
[Authorize Promotions](#)  
[Accounting Report](#)

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## Replacement Sheet 4/17

254 → Creation Date  256 → Promotion Status  258 → View as  260 → Site: Demo Site

262 → Title  Contains  264 →

Promotion ID	Title	Site	Start	Stop	Status	Actions
6091	Buy 1 Demo Cola get US\$0.20 off.	Demo Site	03-15-2000	04-19-2000	Active	<u>Stats</u> , <u>Pull</u> 268 270
6094	Buy 1 Demo Product1 get US\$0.10 off.	Demo Site	04-01-2000	05-31-2000	Inactive	<u>Stats</u>
6192	Get 1 Demo Product1 free.	Demo Site	03-27-2000	05-31-2000	Active	<u>Stats</u> , <u>Pull</u>

Fig. 4

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# Replacement Sheet 5/17



Perine Resource Center

Virtual Promotions. Real Results.™

[Home](#) [Promotions](#) [Reports](#)  
[Manage](#) [Authorize](#)

272

Demo User - Demo Retailer  
[Log Off](#)

## View Stats

Buy 1 Demo Cola get US\$0.20 off. Site: Demo Site



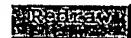
ID	Start	Stop	Rule
6091	03-15-2000	04-19-2000	Buy 1, get US\$ 0.20 discount.
Issued	Viewed	Clicked	Redeemed
10,000	30,829	15,635	10,074
Clicked / Viewed		Redeemed / Viewed	
50.72%		32.68%	
Purchases / Viewed		Purchases / Clicked	
\$1.03		\$2.04	
Purchases / Redeemed			
			\$3.16

### Promotion's List

Buy 1 Demo Cola get US\$0.20 off. (6091)

### Data Ranges

Promotion's Life



### Graph Type

Counters

Values

276

### Graph Data

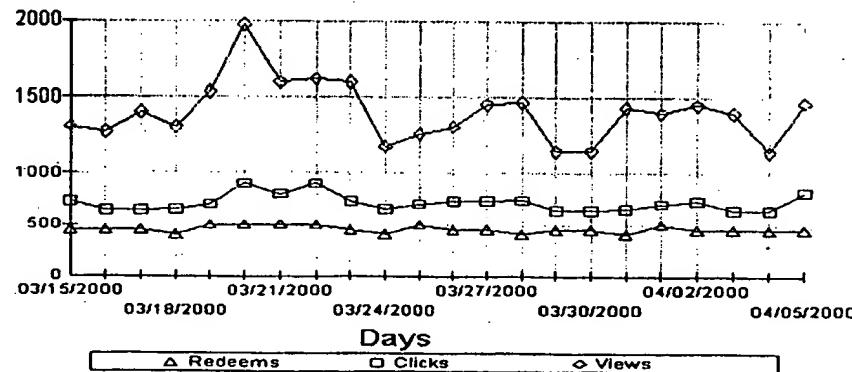
- Views
- Clicks
- Redeems
- Purchases
- Saves

278

Fig. 5

274

Promotions Redeemed from March 15, 2000 to April 5, 2000



[<< Back to Home](#)

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# Replacement Sheet 6/17



Partner Resource Center

**Virtual Promotions. Real Results.™**

[Home](#) [Promotions](#) [Reports](#)  
[Manage](#) [Authorize](#)

Demo User - Demo Retailer  
[Log Off](#)

## Pull Promotion



Buy 1 Demo Cola get US\$0.20 off.

284

↙

Offer: Buy 1, get US\$ 0.20 discount.

Start Date: 3/15/00

End Date: 4/19/00

Qty. Issued: 10000

Qty. Redeemed: 0

286 →

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Fig. 6

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## Replacement Sheet 7/17



## Partner Resource Center

Virtual Promotions. Real Results.™

[Home](#) [Promotions](#) [Reports](#)  
[Manage](#) [Authorize](#)Demo User - Demo Retailer  
[Log Off](#)

290



## Authorize

292 →

Creation Date	<input type="button" value="All Dates"/>	Start Date	<input type="button" value="All Dates"/>	End Date	<input type="button" value="All Dates"/>	Promotion Status	<input type="button" value="New"/>	View as	<input type="button" value="Text"/> <input type="button" value="Report"/>
---------------	--	------------	--	----------	--	------------------	------------------------------------	---------	---

296

Site: Demo Site

294

298 →

Promotion ID	Title	Site	Start	Stop	Actions
5331	Sign up for America Online and get \$15 off.	Demo Site	02-01-2000	05-31-2000	<a href="#">Accept</a> , <a href="#">Decline</a>
6092	Buy 3 Demo-Cola get 1 free.	Demo Site	05-16-2000	06-21-2000	<a href="#">Accept</a> , <a href="#">Decline</a>
6099	buy 2 get 2 free	Demo Site	05-04-2000	05-31-2000	<a href="#">Accept</a> , <a href="#">Decline</a>

300

302

Fig. 7

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# Replacement Sheet 8/17



Partner Resource Center

Virtual Promotions. Real Results.™

Home Promotions Reports  
Manage Authorize

304

Demo User - Demo Retailer  
[Log Off](#)

## Accept Promotion



Buy 3 Demo-Cola get 1 free.

Buy 3  
get 1 free

Start Date: 5/16/00

End Date: 6/21/00

Qty. Issued: 5000

Rule label: Buy 3 and get 1 free.

UPC	Brand	Description	Retailer SKU
Buy			
UPCDEMO1	Demo Brand	Demo Product1	

Get			
UPCDEMO1	Demo Brand	Demo Product1	

306 →  Accepted  Pending

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Fig. 8

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## Replacement Sheet 9/17



## Partner Resource Center

Virtual Promotions. Real Results.™

308  
e)[Home](#) [Promotions](#) [Reports](#)  
[Manage](#) [Authorize](#)[Demo User](#) - [Demo Retailer](#)  
[Log Off](#)

## Decline Promotion

**Title:** Buy 3 Demo-Cola get 1 free.**Offer:** Buy 3 and get 1 free.**Start Date:** 5/16/00**End Date:** 6/21/00**Qty. Issued:** 5000

UPC	Brand	Description	Retailer SKU
Buy UPCDEMO1	Demo Brand	Demo Product1	
Get UPCDEMO1	Demo Brand	Demo Product1	

3/0

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Fig 9

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## Replacement Sheet 10/17



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[Home](#) [Promotions](#) [Reports](#)  
[Accounting](#) [Success](#)

320

312 4

Demo User - Demo Retailer  
[Log Off](#)

## Accounting Report

314

Date Range  
 All Dates   
From:  To:

Site: Demo Site  
Report Type  
 Total Results Only



318A

Promotion	Date	Redeemed	Amount
6091 Buy 1 Demo Cola get US\$0.20 off.		10,074	\$ 2,014.80
Total		10,074	\$ 2,014.80

Fig. 10A

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## Replacement Sheet 11/17



Partner Resource Center

Virtual Promotions. Real Results.<sup>SM</sup>[Home](#) [Promotions](#) [Reports](#)  
[Accounting](#) [Success](#)

320

Demo User - Demo Retailer  
[Log Off](#)

## Accounting Report

314 2

Date Range  
 All Dates   
From:  To:

Site: Demo Site 316  
Report Type  
 Results by Day

318b

Promotion	Date	Redeemed	Amount
6091 Buy 1 Demo Cola get US\$0.20 off.	Mar-15-2000	454	\$ 90.80
	Mar-16-2000	454	90.80
	Mar-17-2000	454	90.80
	Mar-18-2000	408	81.60
	Mar-19-2000	499	99.80
	Mar-20-2000	499	99.80
	Mar-21-2000	499	99.80
	Mar-22-2000	499	99.80
	Mar-23-2000	454	90.80
	Mar-24-2000	408	81.60
	Mar-25-2000	499	99.80
	Mar-26-2000	454	90.80
	Mar-27-2000	454	90.80
	Mar-28-2000	408	81.60
	Mar-29-2000	454	90.80
	Mar-30-2000	454	90.80
	Mar-31-2000	408	81.60
	Apr-1-2000	499	99.80
	Apr-2-2000	454	90.80
	Apr-3-2000	454	90.80
	Apr-4-2000	454	90.80
	Apr-5-2000	454	90.80
<hr/>			
Total of: Buy 1 Demo Cola get US\$0.20 off.		10,074	\$ 2,014.80
<hr/>			
Total		10,074	\$ 2,014.80

Fig. 108 Best Available Copy



## Replacement Sheet 12/17



Partner Resource Center

[Home](#) [Promotions](#) [Reports](#)  
[Accounting](#) [Success](#)

Virtual Promotions. Real Results.™

322

Demo User - Demo Retailer  
[Log Off](#)

## Success

324

BEGIN Date Range  END Date Range

All Dates  All Dates

From:  To:

Success Measure:  Promotion ID

Any Status  Contains

Redeemed/Issued  Contains

Contains  Contains

328

326

330



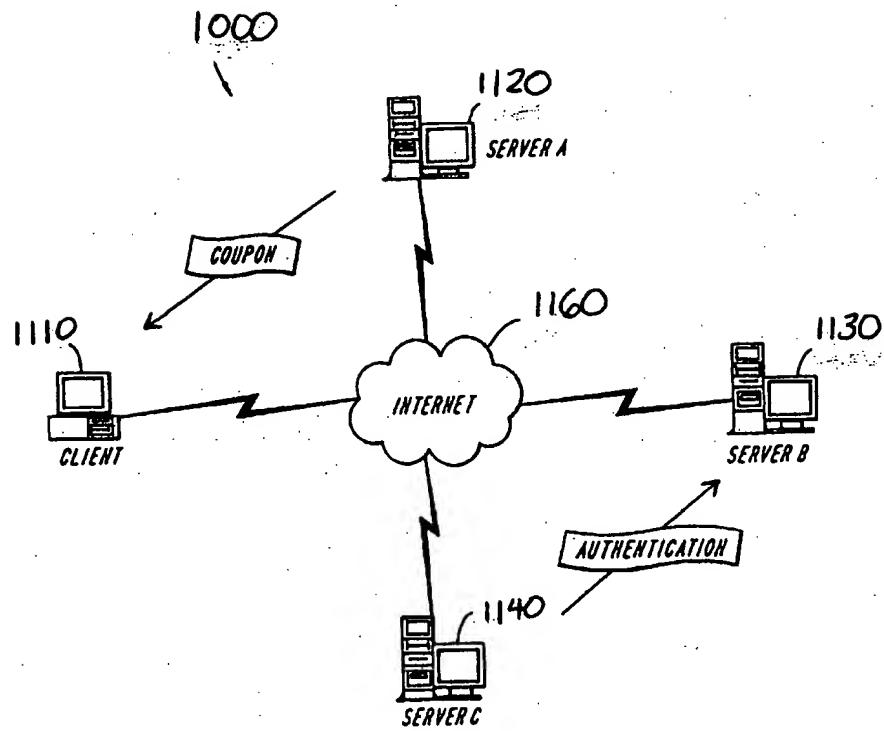
ID	Title	Begin	End	Redeemed/Issued
6192	Get 1 Demo Product1 free.	04-27-2000	05-31-2000	83.5%
6094	Buy 1 Demo Product1 get US\$0.10 off.	04-01-2000	05-31-2000	65.4%
6091	Buy 1 Demo Cola get US\$0.20 off.	03-15-2000	04-19-2000	42.6%

Fig. 11

Best Available Copy



Replacement Sheet 13/17

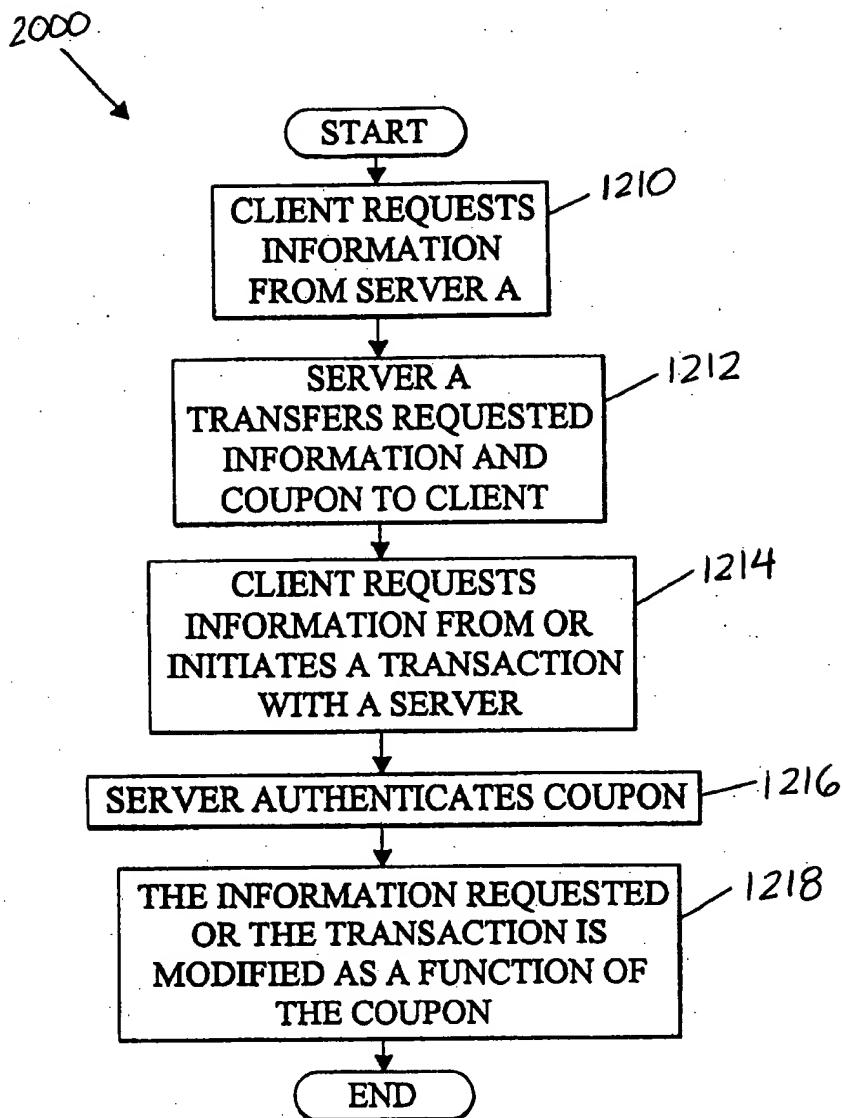


**FIG. 101**

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Replacement Sheet 14/17



**FIG. 102**

Best Available Copy



Replacement Sheet 15/17

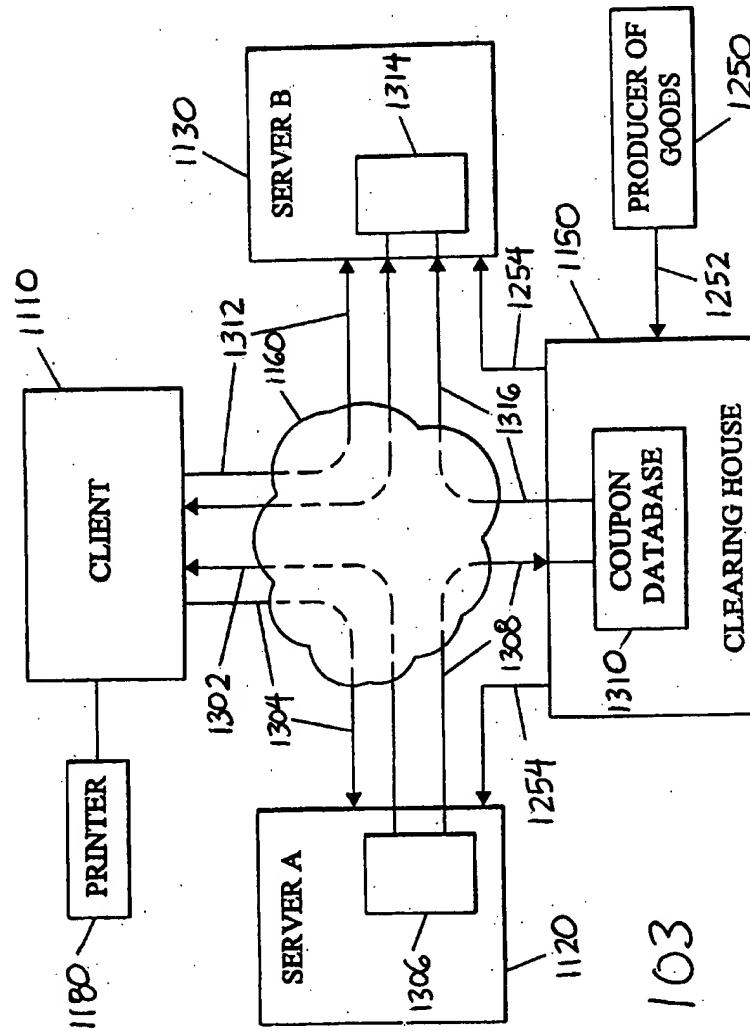


FIG. 103

Best Available Copy



Replacement Sheet 16/17

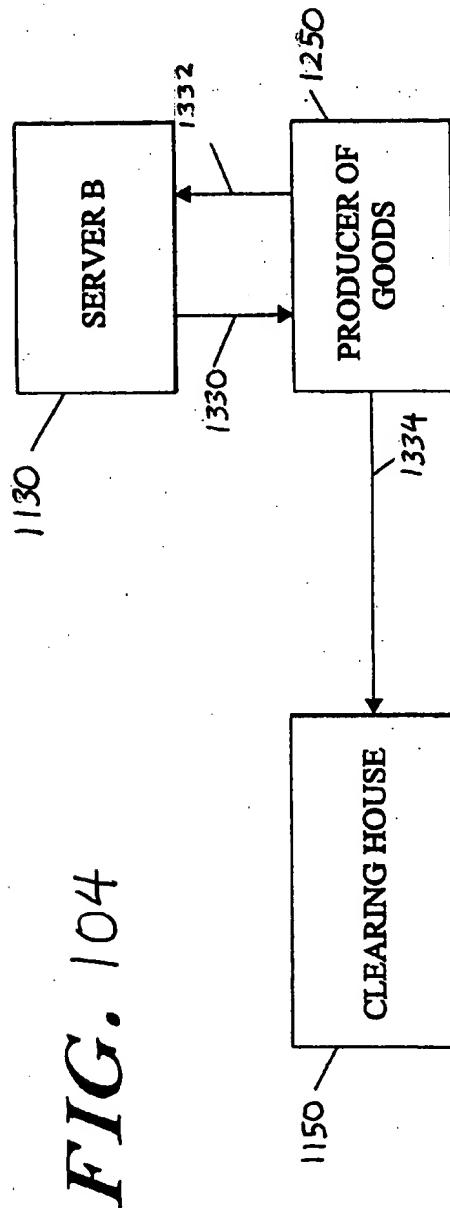
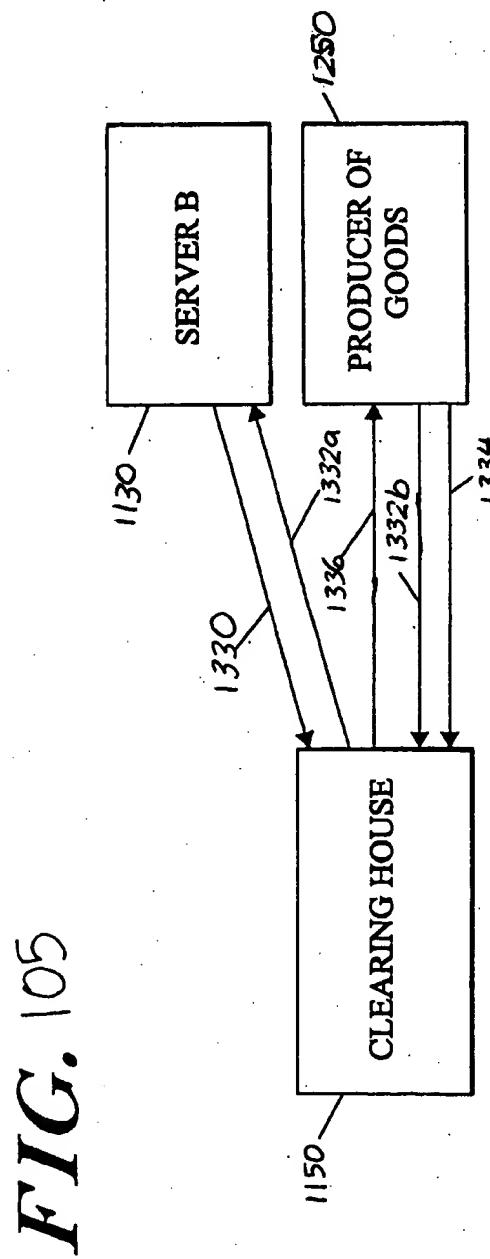


FIG. 104

Best Available Copy



Replacement Sheet 17/17



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